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Hilltop Communications

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Summary

Passionate educator with nearly a decade of experience in the higher education classroom. Experienced in teaching art history/general history, marketing, writing, communications, and professional development. Significant professional experience in higher education administration.

Experienced independent writer specializing in K-12 and higher education coverage, market research and analysis, science and medical writing, industry reports, business and technology coverage, and corporate communications. Author of nearly 1600 articles and written projects.

Work History: Writing

Hilltop Communications (1997-present): owner, writer, speaker, higher education consultant

In my 21 year history, I have contracted and completed over 1600 writing projects, primarily in the fields of higher education, retail/marketing, and healthcare/medicine.

Current and recent clients include:

- **Magna Publications:** Create journalistic articles for a variety of higher education-focused newsletters; author white papers; create marketing copy for use in print and email campaigns.

Significant current work includes:

2016-present Chair, Leadership in Higher Education Conference

Editor, *Academic Leader*

Interim Editor, *Academic Leader Today* blog

Significant past work:

Interim Managing Editor, *Distance Education Report*

Managing Editor, *EduExec*

Managing Editor, *Campus Events Professional*

- **Instructional Technology Council:** Research, write, and deliver webinars on topics relating to higher education administration.
- **Dayton Magazine:** Research and write journalistic articles about the Dayton, Ohio, area.

Work History: College and University Instruction and Administration

Miami University: Adjunct Professor of Communication Design (2018-present)

As a member of the Communication Design Department, teach A History of Design online to both undergraduate and graduate students.

Wittenberg University: Adjunct Professor of Art (2017-present)

As a member of the Art Department, design and teach History of Graphic Design and History of Photography.

- Sample feedback from 2017 student evaluations: "I really loved having Professor Lorenzetti. She was fun and engaging in class, and I really learned a lot from her."
- Sample feedback from 2018 student evaluations: "Thank you for your commitment and joy for teaching the class!"

Sinclair College, Lifelong Learning (2018-present)

Deliver a variety of speeches and workshops to primarily adult/senior adult audiences:

- The Cigar Rollers of Old Key West
- Henry Flagler: How a Man from Ohio Took the Railroad to the Southernmost Point

School of Advertising Art: Director of Education (2009-2012) and Academic Instructor (2007-2017)

Direct the general studies program; hire, train, and supervise faculty of six; develop curriculum; assess textbooks and resources. Teach Copywriting, History of Advertising, Professional Communication, and Marketing.

- Sample feedback from 2014 student evaluations: "History is not usually one of my strong points or a class I'm ever interested in, but Jennifer's class is completely different. I absolutely loved this class. Our discussions always kept my attention, and I feel like I've learned quite a bit about advertising in America."
- Sample feedback from 2016 student evaluations: "I think she's a great instructor and shows interest in students' work and education. She definitely cares and wants to see you succeed!"

Miami University: Graduate Research Forum Judge (2012-present)

On a volunteer basis, participate in the annual Graduate Research forum as a judge. Review and assess poster sessions, oral presentations, and art installations from master's and doctoral candidates; interview and discuss research with graduate students in a variety of disciplines and provide written feedback for students and for use in determining awarding of grants.

University of Dayton: CMM100 Spring 2017 Speech Competition Celebrity Judge (2017)

On a volunteer basis, judge the finalists of the speech competition drawn from approximately 1,000 introductory public speaking students. Provide formative feedback to contestants.

ITT Technical Institute (2007): Instructor

Taught Group Dynamics.

University of Dayton School of Law (1994-1999): Registrar

Scheduled classes, maintained academic records, ensured compliance with FERPA, administered examinations, advised students about degree progress.

Northern Kentucky University (1993-1994): Academic Advisor

Advised undeclared and underprepared students on degree progress and major selection.

Work History: Creative Endeavors

Cucumber Key Photography (2013-present): co-owner, photographer

Provide photography for marketing and editorial use; clients include Dayton Magazine, Gem City Ballet, GRIT magazine, and Living the Country Life magazine. Sell art photography and design through RedBubble.com.

Carrot Creations (2011-present): owner, artisan

Create and sell fiber arts products that promote sustainable living. Operate online store through Etsy.com.

Books

Tickets to Paradise: A History of Key West Travel and Its Advertising, 1912-1975 (Hilltop Communications, 2017)

The Care and Motivation of the Adjunct Professor (Hilltop Communications, 2016)

Shops that POP! 7 Steps to Extraordinary Retail Success (Paramount Market Publishing, 2016)

Fast, Cheap, and Good: Sustainability, One Choice at a Time (Hilltop Communications, 2015)

Lecture is Not Dead: Ten Tips for Delivering Dynamic Lectures in the College Classroom (Hilltop Communications, 2014)

Book Chapters

“Open Educational Resources: An Easy Way to Enrich Faculty Development,” ***Faculty Development: A Resource Collection for Academic Leaders***” (Magna Publications, 2018)

“Does Online Faculty Development Really Matter?,” ***Faculty Development: A Resource Collection for Academic Leaders***” (Magna Publications, 2018)

“A Theory of Faculty Development for Blended Learning,” ***Faculty Development: A Resource Collection for Academic Leaders***” (Magna Publications, 2018)

“Faculty Development: A Model from Johns Hopkins,” ***Faculty Development: A Resource Collection for Academic Leaders***” (Magna Publications, 2018)

“Tips for Involving Faculty in Recruitment and Retention Efforts,” ***The Academic Leader’s Handbook: A Resource Collection for College Administrators*** (Magna Publications, 2017)

“Wallflowers in the Online Classroom,” ***Teaching Strategies for the Online College Classroom*** (Magna Publications, 2016)

“Using Student Analytics for Online Course Improvement,” ***Grading Strategies for the Online College Classroom*** (Magna Publications, 2016)

“Justice For Adjuncts: What One Dean Can Do,” ***Managing Adjunct Faculty: A Resource Collection for Administrators*** (Magna Publications, 2016)

“Study Highlights Best Adjunct Policies and Practices,” ***Managing Adjunct Faculty: A Resource Collection for Administrators*** (Magna Publications, 2016)

“Blended Training for Adjunct Faculty: A Resource Collection for Administrators,” ***Managing Adjunct Faculty: A Resource Collection for Administrators*** (Magna Publications, 2016)

Speaking/Conferences

- Magna Publications, Leadership in Higher Education Conference, “**What Your Adjuncts Wish You Knew,**” 2017.
 - “Good content and presenter... solid strategies for supporting adjuncts.” – sample feedback
- Magna Publications, Leadership in Higher Education Conference, “**Lecture is Not Dead: Delivering Dynamic Lectures in the College Classroom,**” 2017.
 - “Proven strategies and wonderfully modeled by the presenter.” – sample feedback
- Hemingway Between Key West and Cuba Conference, “**Observing the Hemingways: Hemingway and Depression-Era Tourism in Key West,**” 2017.
- Magna Publications, Leadership in Higher Education Conference, “**The Care and Motivation of the Adjunct Professor,**” 2016

- “Worth the money for the entire conference!” – sample feedback
- “Very good understanding of challenges facing adjunct staff and excellent suggestions on how to include and motivate adjuncts.” – sample feedback
- Innovative Educators, “**Three Generations, One Classroom: Using Generational Theory to Motivate Your Students,**” 2012
- Innovative Educators, “**Cognitive Development for Classroom Instructors,**” 2012
- Instructional Technology Council, “**Motivating the Generations in the Classroom and Out,**” 2011
- Instructional Technology Council, “**Faculty Motivation from the Inside Out,**” 2011, 2010
- IABC, Dayton Chapter, “**Interviewing Subject Matter Experts,**” panel discussion, October 2007
- ITT Technical Institute commencement speaker, 2006

Education and Training

Miami University

- M.S. in College Student Personnel Services/Educational Leadership
- B.A. in History with minors in Political Science and Medieval Studies

Coursework: Sinclair Community College (interior design); University of Dayton (graduate-level religion; continuing education business seminars); Northern Kentucky University (economics)

Awards

- **2006 Tabbie International Editorial and Design Awards**, Honorable Mention for “Getting a Better View,” *RT Image*

Professional Memberships

- **Mensa**, “The International High IQ Society,” top 2 percent IQ
- **Intertel**, “A Society of the Intellectually Gifted,” top 1 percent IQ
- **The Hemingway Society**